

Appln No. 09/944,348
Amdt date May 17, 2006
Reply to Office action of November 17, 2005

Amendments to the Specification:

Please amend the Cross Reference To Related U.S. Applications paragraph on page 1, starting at line 4 with the following paragraph:

This application ~~is a continuation-in-part of~~~~claims priority from~~ ~~Ivanyi~~, "SYSTEM AND METHOD FOR MEASURING AND STORING INFORMATION PERTAINING TO TELEVISION VIEWER OR USER BEHAVIOR", U.S. Patent Application No. 08/975,374, filed November 20, 1997, now U.S. Patent No. 6,286,140, incorporated by reference herein.

Please replace the paragraph starting on page 21, line 19 and continuing to page 22, line 6 with the following amended paragraph:

The signal receiving device 1 also comprises a polling signal receiver 30 which is connected to the CPU 21 and which receives signals which are transmitted to the signal receiving device 1 from the central processing computer 4. The signal receiving device 1 also comprises a polling signal transmitter ~~[[32]]~~31 which is connected to the CPU 21 and which transmits data and/or information from the signal receiving device 1 to the central processing computer 4. As will be described in more detail hereinbelow, the data and/or information which is transmitted from the signal receiving device 1 is the data and/or information that reflects viewer behavior.